

**Amendments to the Specification**

Please amend paragraph 38 on page 8 of the specification to read:

Different pricing models can be directly compared by reducing the pricing to a common measure, for example the effective cost per thousand impressions (the eCPM). For a fixed price of \$x per impression, the  $eCPM = \$x * 1000$ . For a bid price of \$x per click-through, the  $eCPM = \$x * \text{click-through-rate} * 1000$ .